



ACADEMIC OFFER FOR INCOMING STUDENTS 2024- 2025

SCHOOL OF HUMANITIES AND COMMUNICATION SCIENCES



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ENGLISH

Please note: Information was correct at time of issue. However, information is subject to change as we review the curriculum on a regular basis. Reasonable efforts will be made to assist students should they be affected by any changes.

Exchange students can choose modules of any Year and Degree. This may result in schedule clashes between some of them. In that case, the Faculty's International office may help them find the best alternative modules.

AUDIOVISUAL COMMUNICATION

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14293	Production I: Fundamentals*	3	330	6
14294	Digital Composition and Visual Effects	4	430	6
14300	Production II: Multicamera	4	430	6
14303	Film and TV Criticism	4	430	6
14306	Audiovisual Creation Workshop	4	430	6

SECOND SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14285	Cinematography*	3	330	6
14287	Video Editing*	3	330	6
14289	Screenwriting and New Narratives	3	330	6
14292	Audiovisual production	3	330	6
14299	Sound Production and Creativity	4	430	6
14301	Production III: Innovation	4	430	6
14302	Sound	3	330	6
14305	History of Audiovisual Communication	3	330	6

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CODE	COURSE	YEAR	GROUP	ECTS
14279	Audiovisual Narrative	2	230	9
14283	Audiovisual System	2	230	9

***Due to the lack of spots available in workshops, we cannot confirm your enrolment in this course until the beginning of the semester.**

JOURNALISM

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14184	Fundamentals of Art and Design *	1	130	6
14185	Fundamentals of Writing I	1	130	6
14186	Fundamentals de Photography and Aesthetics *	1	130	6
14190	Principles of Advertising	1	130	6
14193	Journalistic design *	2	230	6
14198	Political and Cultural Thought	2	230	6
14201	Journalistic Editing I *	2	230	6
14202	Television and Video *	2	230	6
14203	Social Doctrine of the Church	3	330	6
14204	Documentation and Research Techniques	3	330	6
14205	Ethics and Professional Deontology	3	330	6
14208	Contemporary Spanish History	3	330	6
14209	Modern Language	3	330	6
14212	Analysis and Data Visualisation	4	430	6
14213	Communication and Law	4	430	6
14214	Opinion Genres	4	430	6
14215	Innovation and management of Communication Projects	4	430	6
14216	Communication Media and Business Environment	4	430	6
14224	Sports Journalism	4	430	6
14225	Political and economical journalism	4	430	6
14278	Contemporary Spanish Literature	2	230	6

SECOND SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14186	Fundamentals de Photography and Aesthetics *	1	130	6
14187	Contemporary World History	1	130	6
14189	Contemporary Literary Movements	1	130	6
14193	Journalistic Design *	2	230	6
14194	Fundamentals of Writing II	2	230	6
14195	History of the Modern-Day World	2	230	6
14196	History of Spanish Journalism	2	230	6
14199	Production in Digital Environments *	2	230	6
14200	Radio and Podcast *	2	230	6
14207	Fundamentals de Specialised Journalism	3	330	6
14210	Audiovisual Journalism	3	330	6
14211	Journalistic Editing II	3	330	6
14217	Public Opinion	4	430	6
14219	International Relationships	4	430	6
14220	Communication and Culture	3	330	6
14222	Communication Management	3	330	6

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CODE	COURSE	YEAR	GROUP	ECTS
14188	Lengua (Spanish)	1	130	9
14191	Social Networks	1	130	6
14192	Theory of Communication and Information	1	130	9

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DIGITAL COMMUNICATION

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14593	Fundamentals of Writing I	1	130	6
14594	Fundamentals of Photography and Aesthetics*	1	130	6
14595	Contemporary World History	1	130	6
14602	Web Environment I: Programming and Development	2	230	6
14603	Fundamentals of Writing II	2	230	6
14605	Contemporary Spanish Literature	2	230	6
14608	Production in Digital Environments*	2	230	6
14609	Radio and Podcast*	2	230	6
14612	Social Doctrine of the Catholic Church	3	330	6
14614	Ethics and Professional Deontology	3	330	6
14615	User Experience – UX*	3	330	6
14617	Spanish Contemporary History	3	330	6
14618	Modern Language	3	330	6
14621	E-commerce	4	430	6
14622	Communication and Law	4	430	6
14624	Innovation y Management of Communication Projects	4	430	6
14627	Interactive Advertising	4	430	6
14631	Ecosystems in the Digital Industry	4	430	6
14632	Augmented Reality and Virtual Reality	4	430	6

SECOND SEMESTER

CODE	COURSE	YEAR	GROUP	ETCS
14592	Fundamentals of Art and Design *	1	130	6
14597	Principles of Advertising	1	130	6
14599	Digital Society	1	130	6
14601	Graphic Communication and Digital Narrative	2	230	6
14604	History of the Modern-Day World	2	230	6
14606	Marketing and Digital Communication	2	230	6
14607	Political and Cultural Thinking	2	230	6
14610	Television and Video	2	230	6
14611	Online Strategic Communication	3	330	6
14613	Web Environment II: Edition and Administration of Contents	3	330	6
14616	Communities and Social Media Management	3	330	6
14619	Brand and Online Reputation	3	330	6
14620	Web Analytics and Data Organisation	4	430	6
14623	Web Environment III: Integration of Digital Content	4	430	6
14625	Public Opinion	4	430	6
14629	Digital Advertising Planning	3	330	6
14630	Transmediality y Gamification	3	330	6

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CODE	COURSE	YEAR	GROUP	ETCS
14596	Spanish Language	1	130	9
14598	Social Networks	1	130	6
14600	Theory of Communication and Information	1	130	9

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ADVERTISING AND PUBLIC RELATIONS

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ETCS
14436	Fundamentals of Photography and Aesthetics*	1	130	6
14437	Contemporary World History	1	130	6
14439	Contemporary Literary Movements	1	130	6
14443	Communication and Marketing	2	230	6
14444	Fundamentals of Writing II	2	230	6
14445	History of the Modern-Day World	2	230	6
14447	Creative Thought	2	230	6
14449	Production in Digital Environments*	2	230	6
14450	Radio and Podcast*	2	230	6
14453	Advertising Creativity	3	330	6
14462	Behaviour and Consumer Experience	4	430	6
14464	Brand Management	4	430	6
14468	Strategic Planning	4	430	6
14473	Campaign Planning and Execution	4	430	6
14474	Corporate Reputation and CSR (Corporate Social Responsibility)	4	410	6

SECOND SEMESTER

CODE	COURSE	YEAR	GROUP	ETCS
14434	Fundamentals of Art and Design*	1	130	6
14435	Fundamentals of Writing I	1	130	6
14440	Principles of Advertising	1	130	6
14446	Contemporary Spanish Literature	2	230	6
14448	Political and Cultural Thought	2	230	6
14451	Television and Video*	2	230	6
14452	Theory and Techniques in PR	2	230	6
14454	Communication Management	3	330	6
14456	Structure of the Advertising and Public Relationships Sectors	3	330	6
14460	Language of Advertising and Public Relationships	3	310	6
14461	Social Research: Methods and Techniques	3	330	6
14467	Media Planning	4	430	6
14471	BTL Advertising Strategies (Below the line)	3	330	6
14472	Event Organization and Protocol	3	430	6

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CODE	COURSE	YEAR	GROUP	ETCS
14438	Language	1	130	9
14441	Social Media	1	130	6
14442	Theory of Communication and Information	1	130	9

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EARLY CHILDHOOD EDUCATION

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ETCS
19025	CLIL (Content and Language Integrated Learning) y recursos y materiales en el Aula de Lengua Extranjera	3	310	6
19026	Lengua Extranjera y su Didáctica I	3	310	6
19023	Cultura y Literatura Anglosajona	4	410	6
19027	Lengua Extranjera y su Didáctica	4	410	6

PRIMARY EDUCATION

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ETCS
19069	CLIL (<i>Content and Language Integrated Learning</i>) y recursos y materiales en el Aula de Lengua extranjera	3	310	6
19070	Lengua extranjera y su didáctica I	3	310	6